



2 out of 3

of companies believe they do not get the prices they deserve

25%

in lost profits companies estimate are due to bad pricing

3x

more profit potential on improving prices versus cost control

The Problem

Too many companies lose growth opportunities due to poor pricing decisions

For many companies, pricing is often ignored or overlooked. Companies generate prices 'built' on gut-feel; losing hard-earned monetary value from their product innovation and marketing efforts. Research shows the average company is more likely to lose sales and profit potential from poor pricing. There has to be a better way to help companies grow without sacrificing current and future value and growth.

The Solution

Create smarter pricing decisions to grow revenue while saving time and money

Taking years of experience working with companies of all stages of growth, industries, and geographies, we developed a process to quickly and effectively build pricing strategies to achieve your growth objectives. We work with companies to grow sustainably and effectively; giving you the confidence to go-to-market without uncertainty of losing value that is difficult and costly to recover in the future.

About HelloAdvisr

Pricing is one of the most powerful, but often overlooked growth drivers; costing companies revenue growth opportunities and long-term product and brand value. HelloAdvisr help companies build insightful, data-driven pricing strategies to make quick and high impact pricing and go-to-market decisions driving rapid growth effects. Drawing on more than 15 years of global experience working with leading companies and brands, HelloAdvisr help founders, entrepreneurs and business leaders get to the next level and achieve the value they deserve.

We Help Entrepreneurs and Companies Succeed

When entrepreneurs add pricing to their company's growth engine, they've already set themselves apart from the competition and joined a group of business leaders that have built some of the world's leading companies and brands.

We work with entrepreneurs to navigate three core elements:

- Create the right strategy designed around goals
- Execute the right pricing and winning the right customers
- Build a commercial excellence culture



FAQs

What industries does HelloAdvisr focus?

Our goal is to see as many entrepreneurs and companies thrive, and our experience and expertise include the following sectors:

- Retail/Ecommerce
- Marketplace and platform
- B2B services
- Consumer product goods
- Financial services

What stage companies do HelloAdvisr work?

We work with all stages of companies from early/pre-seed startups to mature companies who have built a strong company for decades. As important as the company's age, is the willingness to build a strong foundation for the business that enables the strength and innovation of the product shine.

Our goal from the beginning is to bring entrepreneurs access to world-class consulting offered to the billion-dollar companies, but without the multi-million dollar budgets.

How do I know I need an advisor?

Like a personal trainer, HelloAdvisr is there to build a plan to achieve your goals, help you build new skills and techniques, and ultimately, reach your goals. Consulting services isn't for every company, and if you're one of those companies we'll tell you immediately. Reach out and let's chat to see what's best to drive your company's growth!

Trusted by leading innovation and entrepreneurial organizations



Ed Lee, Founder & CEO

Ed draws on more than 15 years of global experience working along-side some of the world's leading experts and business leaders on commercial growth, sales and marketing, and pricing. He has worked alongside leading thinkers and executives to help companies accelerate their growth with effective pricing and go-to-market operations.

Prior to HelloAdvisr, Ed was a Director of Simon-Kucher & Partners, a global management consulting firm with more than 30 offices worldwide and widely recognized as the global leader in pricing. He advised clients across sectors including retail/ecommerce, B2B services, consumer goods, marketplace/platform and private equity. Previous to this, Ed was the Go-To-Market (GTM) strategy manager for LG Electronics Europe where he worked with senior leadership across 14 subsidiaries and 20 markets to drive revenue and profitability growth.

Education:

MBA, Oxford University | Dual Masters (MSc), London School of Economics | BA, University of California, San Diego.

Learn more about how HelloAdvisr can help your company successfully grow.

